

REMARKS

Claims 1, 2, 5-28 and 38-41 remain pending in the application.

The Applicants respectfully request that the Examiner reconsider earlier rejections in light of the following remarks. No new issues are raised nor is further search required as a result of the changes made herein. Entry of the Amendment is respectfully requested.

Claims 9-13 over Hoffman in view of Wired

In the Office Action, claims 9-13 were rejected under 35 U.S.C. §103(a) as allegedly being obvious over U.S. Pat. No. 6,980,670 to Hoffman ("Hoffman") in view of Wired Economic Times article by Arthur J Paris, dated January 16, 2000 ("Wired"). The Applicants respectfully traverse the rejection.

Claims 9-13 require creating a wireless service account in response to a user having actively interacted with a given web site of a seller of goods or services, the **seller** of goods or services securing wireless airtime units from a service provider.

The Examiner acknowledged that "Hoffman fails to teach that create a wireless service account in response to a user having actively interacted with a website." (see Office Action, page 3) The Examiner relied on Wired to allegedly make up for the acknowledged deficiencies in Hoffman to arrive at the claimed features. The Applicants respectfully disagree.

The Examiner acknowledged that Wired teaches "to allow users to subscribe and purchase wireless phones and service plans (i.e., wireless account) by interacting with a website (see Wired paragraphs 16-21)." Wired teaches of a web site, cellmania.com, that allows its customers to "purchase cellular phones and service plans" (see paragraph 17). Thus, cellmania.com is simply a convenient centralized location where users can research and purchase their cell phones and service plans, acting as a web retailer for such goods and services. Wired fails to teach that **cellmania.com** secures wireless airtime units from a service provider. Wired fails to disclose, teach or suggest creating a wireless service account in response to a user having actively interacted with a

given web site of a seller of goods or services, the **seller** of goods or services securing wireless airtime units from a service provider, as recited by claims 9-13.

A benefit of creating a wireless service account in response to a user having actively interacted with a given web site of a seller of goods or services, the **seller** of goods or services securing wireless airtime units from a service provider is, e.g., the ability of the seller of goods or services to assist a user with creating an account for wireless airtime units and to use wireless airtime units as an enticement for shopping with the seller. Wireless airtime units can be a valuable commodity, with many uses having to watch how many wireless airtime units they use within a particular month to avoid getting charged for overages on their contractually allotted minutes. A seller of goods or services can entice uses to view a desired web site, shop at a particular web site, etc. by assisting them in creating a wireless service account and rewarding a web surfer with wireless airtime units for desired activity, that can lead to increased sales for the seller. The prior art fails to disclose, teach or suggest the claimed features having such benefits.

Accordingly, for at least all the above reasons, claims 9-13 are patentable over the prior art of record. It is therefore respectfully requested that the rejection be withdrawn.

Claims 1, 2, 5-8, 21-28 and 38-41 over Katz in view of Hoffman and Wired

In the Office Action, claims 1, 2, 5-8, 21-28 and 38-41 were rejected under 35 U.S.C. §103(a) as allegedly being obvious over U.S. Pat. No. 6,424,706 to Katz et al. ("Katz") in view of U.S. Pat. No. 6,980,670 to Hoffman et al. ("Hoffman") and Wired, and claims 14-17, 19 and 20 rejected under 35 U.S.C. §103(a) as allegedly being obvious over Hoffman in view of Katz and Wired. The Applicants respectfully traverse the rejection.

Claims 1, 2, 5-8 and 21-28 recite a system and method for creating a wireless service account in response to a user having actively interacted with a given web site of a seller of goods or services, the **seller** of goods or services securing wireless airtime units from a service provider. Claims 38-41 recite a

system to create a wireless service account in response to the entity having actively interacted with an e-tailer web site, the **e-tailer securing the wireless airtime units from a service provider**.

The Examiner acknowledged that Katz "fails to teach create a wireless service account in response to a user having actively interacted with a website of a seller of goods or services." (see Office Action, page 4). The Examiner relies on Wired to allegedly make up for the deficiencies in Katz in view of Hoffman to arrive at the claimed features. The Applicants respectfully disagree.

As discussed above, Wired teaches of a web site, cellmania.com, that allows its customers to "purchase cellular phones and service plans" (see paragraph 17). Thus, cellmania.com is simply a convenient centralized location where users can research and purchase their cell phones and service plans, acting as a web retailer for such goods and services. Wired fails to teach that cellmania.com **secures wireless airtime units from a service provider**. Wired fails to disclose, teach or suggest creating a wireless service account in response to a user having actively interacted with a given web site of a seller of goods or services, the **seller of goods or services securing wireless airtime units from a service provider**; and a system to **create** a wireless service account in response to the entity having actively interacted with an e-tailer web site, the **e-tailer securing the wireless airtime units from a service provider**, as recited by claims 1, 2, 5-8, 21-28 and 38-41.

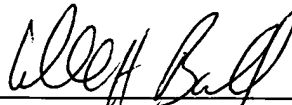
Thus, Katz in view of Hoffman and Wired and Hoffman in view of Katz and Wired, either alone or in combination, fails to disclose, teach or suggest creating a wireless service account in response to a user having actively interacted with a given web site of a seller of goods or services, the **seller of goods or services securing wireless airtime units from a service provider**; and a system to create a wireless service account in response to the entity having actively interacted with an e-tailer web site, the **e-tailer securing the wireless airtime units from a service provider**, as recited by claims 1, 2, 5-8, 21-28 and 38-41.

Accordingly, for at least all the above reasons, claims 1, 2, 5-8, 21-28 and 38-41 are patentable over the prior art of record. It is therefore respectfully requested that the rejection be withdrawn.

Conclusion

All objections and rejections having been addressed, it is respectfully submitted that the subject application is in condition for allowance and a Notice to that effect is earnestly solicited.

Respectfully submitted,



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